

Information Technology Capital Investment Program

Project Status Report

To: Information Technology Strategy and Investment Committee
John Vittner, Office of Policy and Management

From: Max Gigle, DAS-BEST Digital

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Agency: Department of Administrative

Project: Digital Services - One Stop E

Project Manager: Cynthia Rubin

Reporting Period: Project Inception through 12/

Total Funds Requested: \$10,275,526

Total Funds Allotted to Agency: \$10,275,526

Accumulative Total Capital Fund Expenditures to Date: \$8,879,760

Brief Project Description/Summary:

Making the State of Connecticut the first all digital state will require a significant shift in how government provides services. Today's services are short term siloed transactions and citizen expect a personalized long term relationship when interacting with government. A new digital experience platform will help CT move away from our traditional ecosystem of portals, content management systems, search/info discovery and analytic tools into a single pre-integrated platform with out-of-the-box and standardized capabilities out of the box. The traditional ecosystem is often duplicated by agencies, making it increasingly difficult and costly to provide a set of holistic services across the enterprise.

Summary of Progress Achieved to Date:

The pilot project (business.ct.gov) provides current and future business owners a digital framework with full-service personalized guidance on planning a business in the State of Connecticut.

MVP RELEASE (July 2021)

- Reimagined Business.CT.gov Website with new branding and user experience
- Guided wizard & checklist tool for starting a business
- CT.gov user account creation laying the foundation for enterprise technology (Salesforce & ForgeRock)
- Initial business resources for information about planning, starting, and growing a business
- Business Recovery Center & Self-Certification
- Social media channels on Twitter, Facebook, Instagram, and Pinterest

RELEASE 2 (November 2020)

- Personalized business account landing page
- Unique business profile to show details for a business (i.e. registration data from SOTS, credentials data from DCP eLicense, relevant action items)
- Integration with State Agency platforms (DCP, SOTS, CTPL) to show relevant information in Business.CT.gov
- Nudging capabilities through an opt-in for email and text notifications
- Chatbot for virtual assistance
- Bi-lingual (English-Spanish) translation of full site

RELEASE 3 (January 2021)

- Comprehensive business resource center including government and non-government resources (i.e., financial, technical, COVID)
- Recommendation of business resources for business owner based on business profile
- Enhanced account dashboard experience that links to various tailored and saved resources (i.e., PFMLI information from CTPL, COVID updates, resource collections)

Issues and Risks:

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Next Steps & Project Milestones:

Three minor releases are set for Q1 and Q2 2021, and will complete Phase 1 of b. The next iteration of the platform will continue to support expanded opportunities for individuals to register and manage their businesses completely online. The online service will make it easier to do business in the state, support small business owners as a partner in their success, and improve citizens' interactions with state government.

The installation of business.ct.gov solutions will require multi-year programs, with an iterative approach to acquisition and technology delivery will bring value at each phase. The CT Digital team will be requesting continuing project development funding to execute the next phase of One Stop solutions by the end of 2021. The full cost of implementation and overall time line is not yet known and will need to be conducted in phases over time. Expense elements of Phase 2 will include professional services such as project management, technical configuration, research, agency training, and change management.

